

EGGS – NOT JUST CRUEL BUT UNHEALTHY

Eating more than two eggs a week can increase your prostate cancer risk by 81 per cent – ovarian cancer by 80 per cent.

Just one egg a day can double your risk of type 2 diabetes. More than one and it climbs to 77 per cent by messing with your sugar metabolism. Eggs are also associated with a shorter lifespan!

Despite industry claims, eggs aren't healthy. Under the more stringent regulations of the US Department of Agriculture, eggs can't be advertised as healthy or nutritious nor marketed as 'protein rich'. Why? Because they're not!

Eggs are high in saturated fat and cholesterol. Eminent professor David Spence (Stroke Prevention & Atherosclerosis Research, Ontario)

warns that 'eating eggs can be as bad for your blood vessels as smoking'.

And then of course there's food poisoning. It hasn't gone away, with Salmonella still posing a risk, joined by Listeria and Cambylobacter.

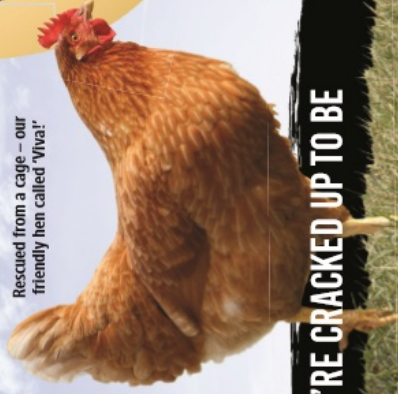
WOT NO EGGS?

Be inspired! Try vegan recipes and handy tips for a month
viva.org.uk/30dayvegan

Plus – view hundreds of mouth-watering recipes
veganrecipeclub.org.uk

Get sound advice on eggs
viva.org.uk/cracked

Egg alternatives chart
viva.org.uk/no-egg



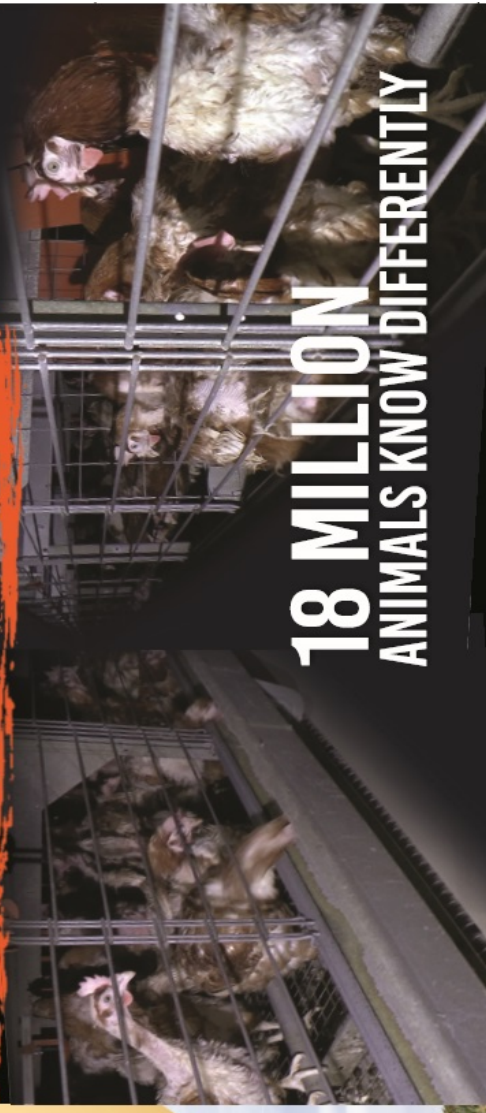
Rescued from a cage – our friendly hen called 'Viva'!

CRACKED
Viva!

EGGS – NOT ALL THEY'RE CRACKED UP TO BE

AND YOU THOUGHT CAGES HAD GONE...

18 MILLION
ANIMALS KNOW DIFFERENTLY



FROM Viva!'S UNDERCOVER INVESTIGATIONS...

Almost a half of all the eggs you eat come from hens in 'enriched' cages.

Look at these pictures – this is Britain, this is industrialised farming, this is not enrichment, it is torture.

Under pressure from campaigners, big supermarkets have said they'll get rid of cages – but not yet, not for years. Please don't wait – don't eat eggs.



Hens naturally forage across grassland and forests from dawn 'til dusk. With 80 birds to a cage, they can't even spread their wings



Aggression, bullying and despair – what must life be like for this little creature?

You can see the tip of this bird's beak has been removed to prevent feather pulling. It can result in life-long pain

IS THIS YOUR IDEA OF FREE RANGE?



Tell this bird you buy only free range! Yes, some birds do go outside but most face an indoor life of overcrowding, stress and pain



We filmed this recently inside the 'free-range' shed of a major supplier. Free to charge what you like' would be a better description

Yet another big free-range farm but a similar picture of dejected and unhealthy birds. Don't be fooled by the marketing hype – just don't eat eggs

Free range is not the answer and our undercover investigations show why. Cram 16,000 birds into an industrial shed, provide too few pop holes and call it free range! Exits may also be too small or hens are afraid to cross another's territory. And so they stay inside amidst the overcrowding, constant noise and stench of ammonia.

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